

**EXHIBIT U**  
**PART 3 OF 6**

## Four APIs for Google Book Search

Google

The Dynamic Linking API, which provides “smart hyperlinks” that let web page owners link to a GBS book without having to know the explicit URL.

The Embedded Viewer API, which lets web page owners embed Google-hosted content on their own site.

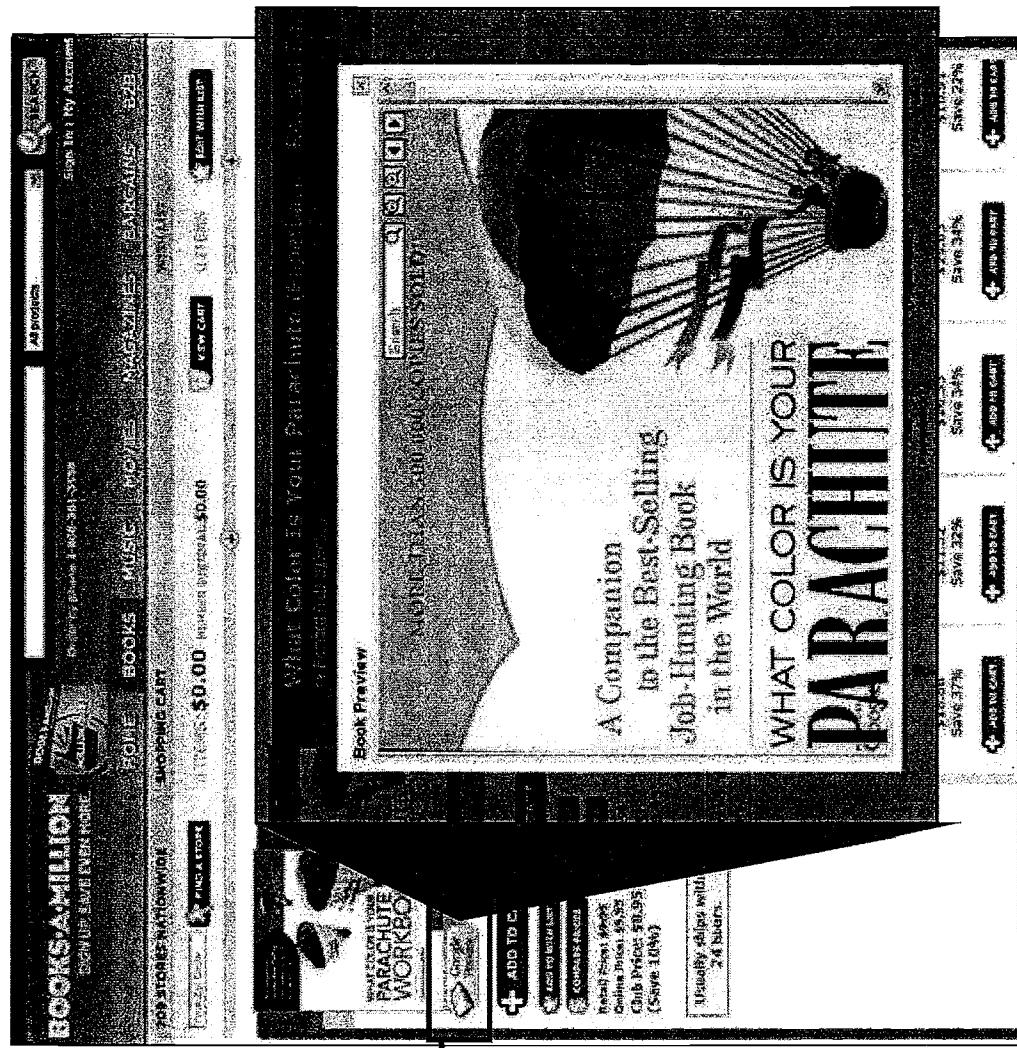
The AJAX Search API, which lets web page owners include a book search box on their own site.

The GData API, which provides programmatic search for books and information about books; and (when authenticated) change information specific to a user's account, such as which books are in a user's library.

## API Usage in Retailer Sites

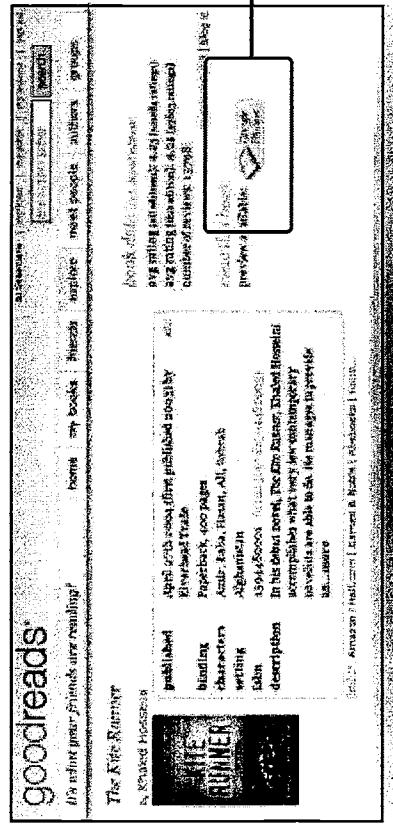
Google™

Full text book-level  
search on sites where  
readers are  
purchasing books

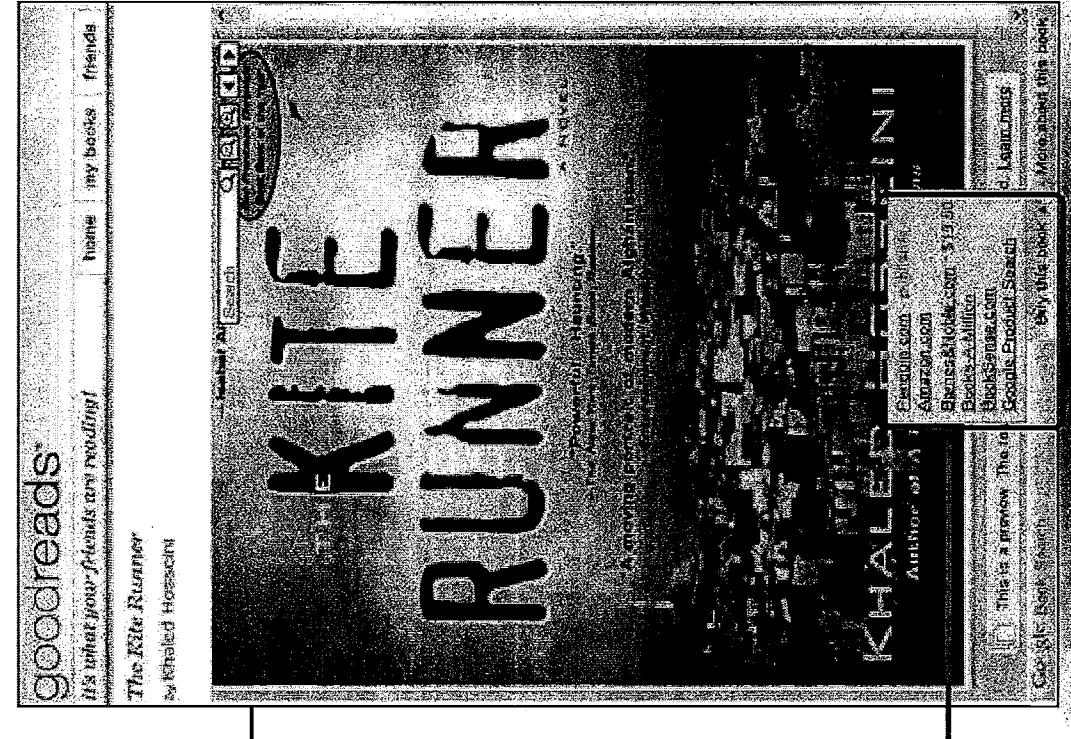


- ✓ Preview buttons on titles that are in Google Book Search
- ✓ Security is the same as on Google Book Search site
- ✓ Content always hosted by Google

## API Usage in Social Networks



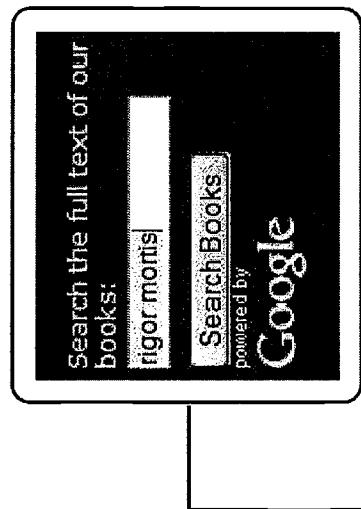
Google™



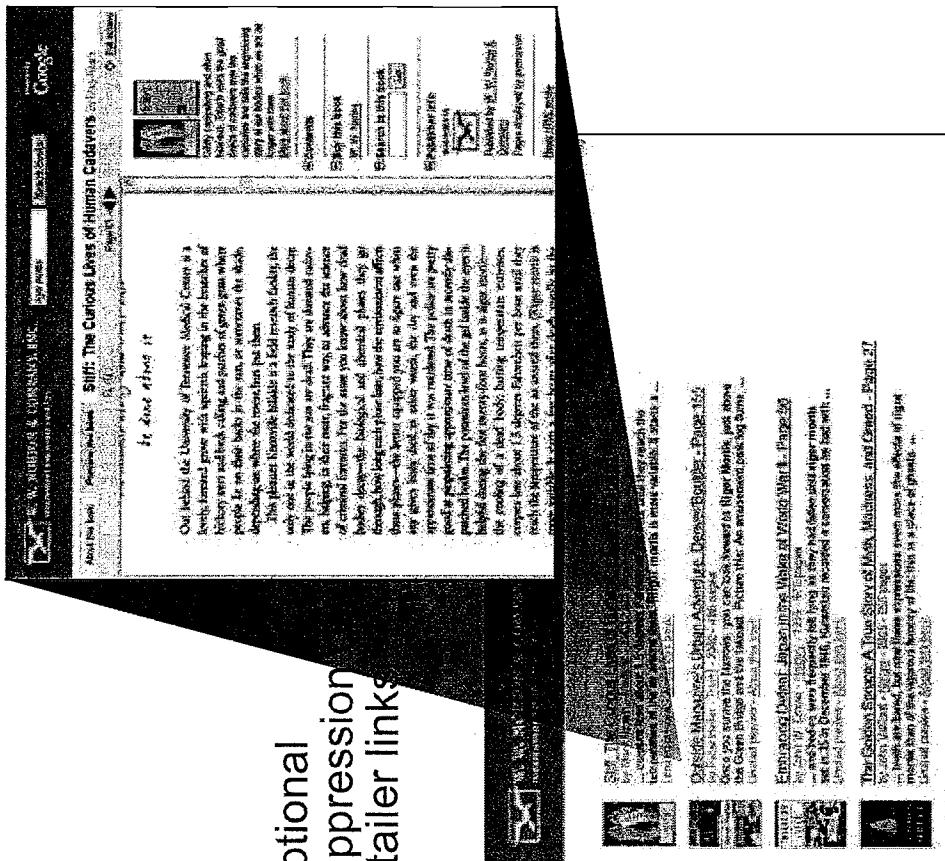
- ✓ Buy This Book links to your site
- ✓ Viral marketing via fan sites and social networks
- ✓ Author site enhancement

## API Usage in Publisher Web Sites

Free! Just submit at least 75% of your titles



Optional  
suppression  
retailer links



Google Confidential and Proprietary

## Preview Button

Google™

Automatically appears as soon as the book goes live

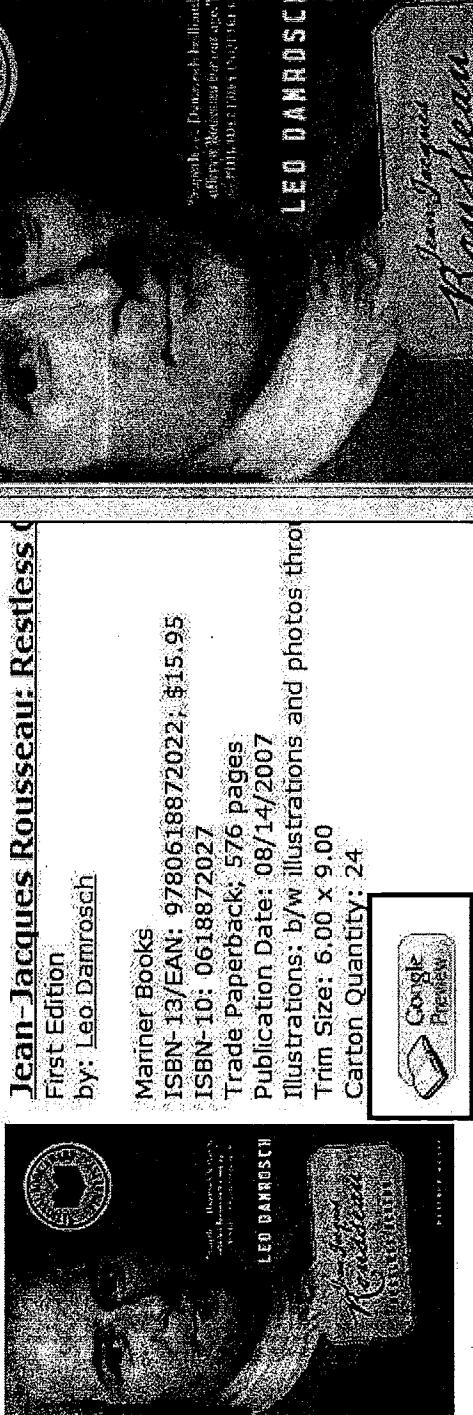
- detects user's country to match your territorial settings

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Link to Book Search or make a pop-up on your site

## Case Study: McGraw-Hill

## MH Professional Group's history with Google Book Search

**2004**

- Joined Google Book Search Partner Program
- Pilot list of ~1,000 titles

**2008 YTD**

**5,416 titles in the program**

- 4,520 titles live
- 896 titles currently in process

## GBS results at MH since launch

- Content
  - Over 100% of titles were viewed at least once
  - Over 193 million book pages have been viewed
  - Over 24 million book visits
- Commerce
  - 683,000 users clicked on Buy this Book

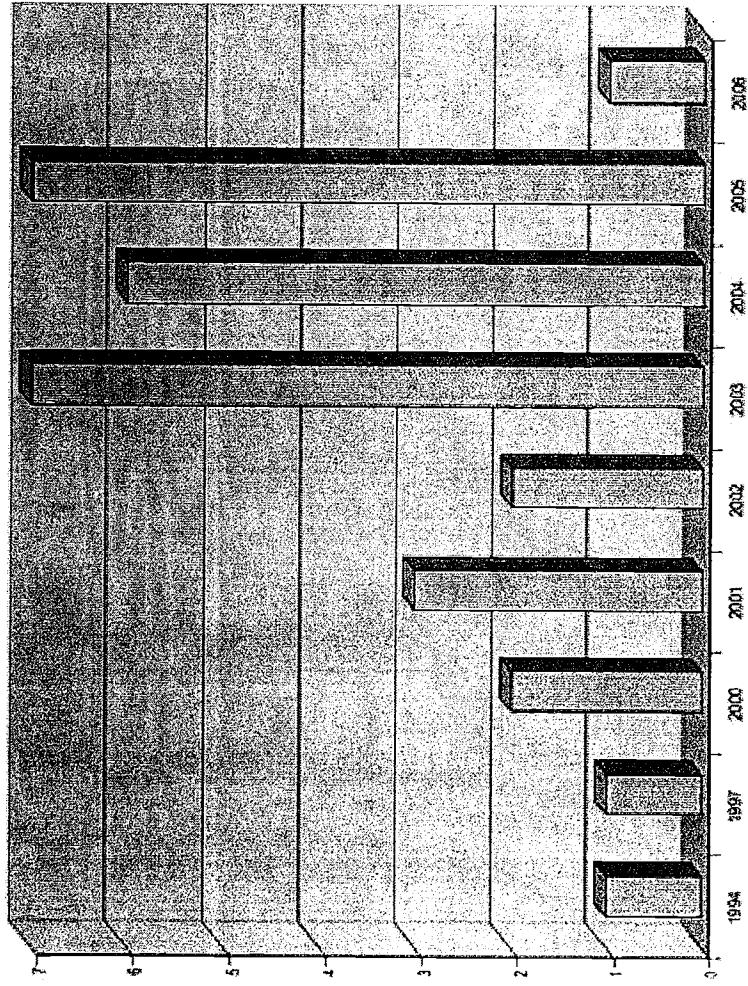
Year	BV with BTB Clicks
2007	155,672
2008 YTD	144,124

- Top 30 titles: Our long tail
  - Accounted for 8% of total book visits

## Long Tail Lesson #1: Search is backlist driven

- Top 30 titles are distributed over 13 years
- 7 titles published in 2003
- The oldest published in 1994

Top 30 Titles by Pub Year



## What are the benefits of GBS?

### Increased revenue

- No evidence that GBS harms sales, strong argument that search enhances backlist sell-through
- Incremental ad revenue is 82% through August 2008 over PY
- Future opportunities to monetize content
- Direct sales from referrals to McGraw-Hill
- Potential POD Candidates Identified

### Enhanced discoverability

- Attract potential buyers who might not be thinking about books initially
- Referrals for potential purchase via Buy the Book click-through
- Co-branded search on the company web site

### Product Development

- Heightened awareness of what subjects are popular in the online search